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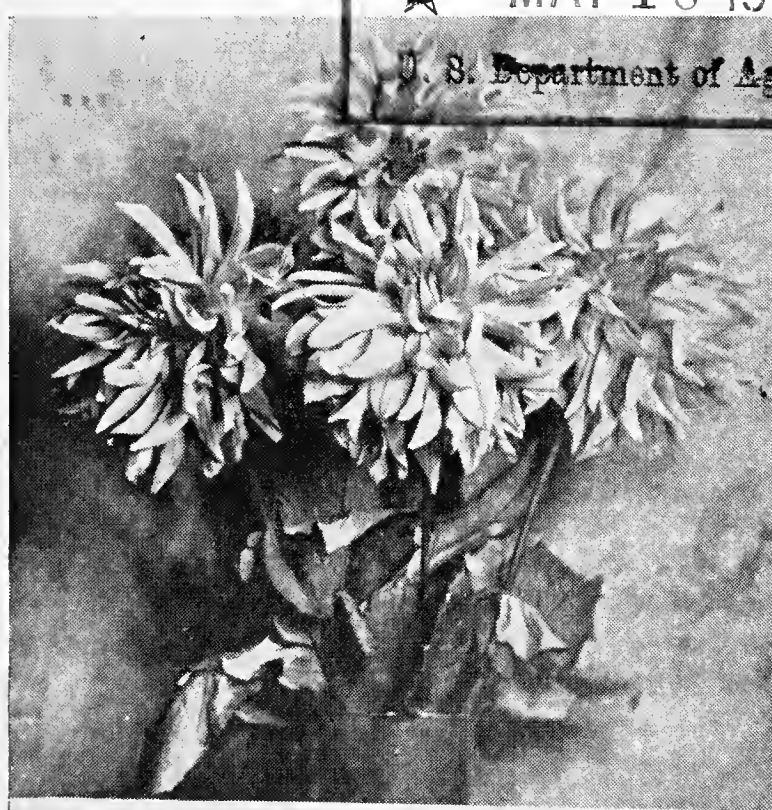
KEMP'S CATALOG

... 1938 ...

WONDER
EXHIBITION

DAHLIAS

GLADIOLUS, JAPANESE IRIS



MRS. HENRY WOOD, ST. CIG.

Mrs. Henry Wood

KEMP'S GARDENS

Breeders and Growers

Little Silver, New Jersey

TELEPHONE, 2876, RED BANK

To Our Flower Loving Friends and Patrons

GREETING:

Another year has passed, and we are glad to have this opportunity to express to you our sincere thanks for your kind friendship and patronage the past year.

Our breeding and growing floral treasures to help in the beautification of the gardens everywhere extends over a period of many years, and we have made many fine contributions to this end, but in no year have we been in a position to offer as large a list of high class dahlias as are found listed in this little book. The many new varieties we are offering are good enough for any Man's Garden and for competition in any show room, and in the lists of the older varieties you will find many of the best of the exhibition varieties that have been and still are great prize winners, and priced so low any one can afford to have them.

Look this little book of great flowers over carefully and examine every page. You are almost sure to find something listed therein that you will wish to have in your garden this coming season.

We are specialists in our line, we know how to produce good stock, and we feel confident you cannot get better stock anywhere in this country. We wish to particularly stress the quality of our green dahlia plants. Only the best selected field grown stock is used for propagating, it is fed just enough to keep it healthy and vigorous, and no better plants can be produced than we supply our customers. We guarantee safe arrival to any part of the United States and Canada. If you have never given us any of your business, won't you let us have the pleasure of a trial order from you this year? We will do our very utmost to please you.

Trusting you will favor us with a liberal share of your 1938 business, and thanking you in advance, we remain,

Yours for better flowers,

KEMP'S GARDENS, Breeders and Growers,
Box 181, Little Silver, New Jersey.

December, 1937.

Terms of Sale—Please Read Carefully

The following offers are made subject to prior sale, and on the following conditions.

Our price quotations are strictly first-class stock, and we guarantee the quality to please you. Any stock that should prove otherwise, we will cheerfully replace it free of charge. Beyond that our responsibility ceases. We have no control over weather nor other adverse conditions that might contribute to failure, and are therefore absolved from any blame for failures from causes beyond our control.

CANADIAN REGULATIONS—To import plants, bulbs, roots and other nursery stock into Canada, a special permit must be obtained from the Secretary of the Destructive Insect and Pest Act Advisory Board, Dept. of Agriculture, Ottawa, Ontario. He will issue the permit and supply information as to how it is to be used.

TERMS—Cash, unless otherwise agreed upon before shipment of the order.

WHY YOU SHOULD PLACE YOUR ORDER EARLY

In the first place, you get first choice of stock. You are reasonably sure of getting the varieties you want, and as there is sure to be a shortage of some varieties, early ordering is an important consideration. It is never too soon to order early.

Abbreviations: F. D.—Formal Decorative; I. D.—Informal Decorative; I. C.—Incurved Cactus; Str. C.—Straight Cactus; S. C.—Semi-Cactus.
Divisions, mean one or more roots (tubers) each.

PLEASE NOTE: Dahlia orders for less than \$1.00 not accepted. Practical cultural directions sent with each order.

Kemp's New Wonder Dahlias

FOR 1938



MONARCH OF THE EAST
On Johnston's Honor Roll

MONARCH OF THE EAST—F. D. (Almy). In our many years breeding and growing dahlias we have not seen any that surpasses this fine origination, and very few, if any that equals it in size, beauty and perfection of bloom. It comes about as near being a 100% dahlia as it will ever be possible to attain. The blooms have been grown up to 13 inches in diameter by 6 to 7 inches in depth, and the large Golden Bronze (Orange Buff Reverse) blooms are held upright on stiff cane like stems of just the right length to give it correct balance. The plant is a medium tall grower, has bright dark bronze foliage, is wide spreading and very productive of extra large exhibition blooms from early midseason 'till cut down by frost. We grew it this year, and can unreservedly recommend it to our friends and customers as being one of the outstanding dahlias of the year. This is what others say about it who grew it the past season. "It is an A1 dahlia and one I believe hard to equal"—Geo. Burkatt, Mich. "Your seedling 'Monarch of the East' is doing fine, has extra large blooms and fine stems"—Mrs. J. W. Lee, Wash. "With over 400 varieties on display, it is a wonderful dahlia. Had bloom after bloom on it 12 to 14 inches in diameter. Grand bush and stem and color that does not fade"—R. G. Huey, Supt., Display Gardens, Ewing, Ky. "It is one of the greatest dahlias I ever saw. I believe it will be heard from for years to come. Giant size, grand bush and stem. I cut a bloom October 5th of immense size and perfect form. Congratulations to you and best wishes for a great season."—C. B. Ambrose, Norfolk, Va.

We add our indorsement to all that has been said about it in the above testimonials. Half the story of its greatness has not been told. You must grow this great dahlia to get the remainder of the story.

Scored 85 at Storrs' Trial Gardens season 1937.

Roots each, \$20.00 up to March 20th, after that date, \$15.00

Plants, \$7.50 each, 3 for \$15.00.



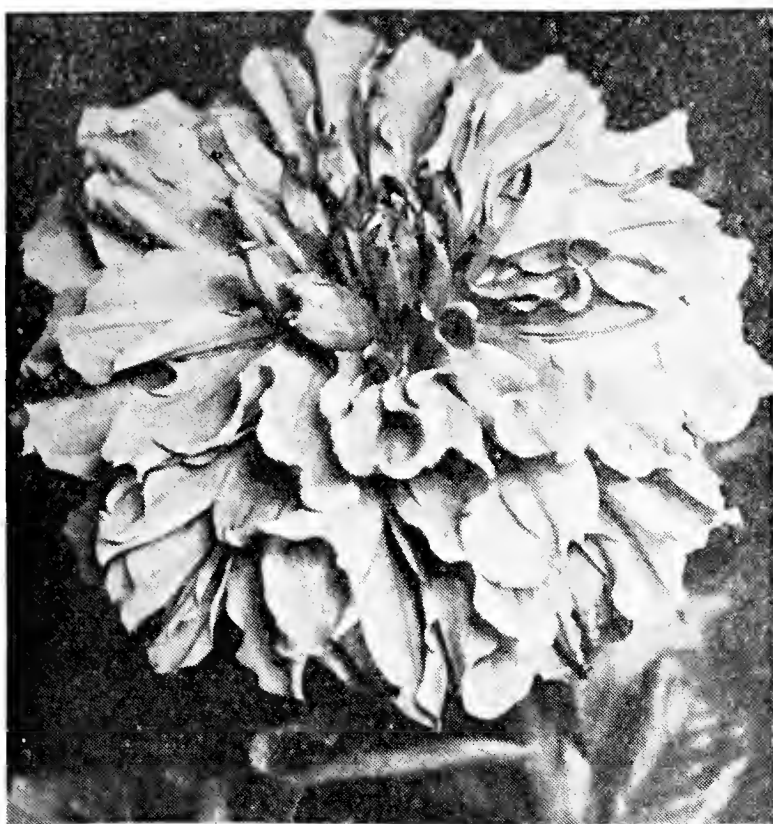
KEMP'S GOLDEN GIANT
On Johnston's Honor Roll

KEMP'S GOLDEN GIANT—(Kemp). This is a fitting companion to the Monarch of the East, and is the most perfect representative of the formal decorative type dahlia to date. The blooms are of a golden yellow color, with buff reverse, and without forcing at all we have had blooms up to 12 inches in diameter, by 6 inches in depth. The substance of the petals is very thick and heavy, and the flower will keep for days after it is cut. It never drops its petals, but gradually dries up to a shrunken mass of dry petals. The plant is of semi-dwarf habit, wide spreading and very prolific of large exhibition blooms from early midseason until cut down by frost. Foliage is thick and leathery-like, and is immune to injury by sucking insects. The plant is almost sturdy enough to withstand the wind without staking.

During the many years we have been breeding and growing dahlias, we have not seen any that is as perfect a formal decorative as this variety.

The color is glorious and when we say we are unable to do this great dahlia full justice in a written description, we mean just that. If you are looking for the big ones that are without doubt the most outstanding dahlias of the year, buy Monarch of the East and Kemp's Golden Giant and you will not be disappointed. All who have seen it in bloom unhesitatingly pronounced it one of the great dahlias of modern times. Orders will be accepted in the rotation in which they are received, and only as long as the stock lasts. Plants will be available in reasonable quantity at

\$7.50 each, 3 for \$20.00



KEMP'S RUFFLED BEAUTY, F. D.

KEMP'S RUFFLED BEAUTY, F. D.

KEMP'S RUFFLED BEAUTY—F. D. (Kemp, No. 101-34). This is probably the most unique formal decorative dahlia ever offered. Its outstanding, distinctive feature is its ruffled and fluted petals, producing an effect that might be likened unto the double ruffled Petunia. The color is capusine orange, shading to salmon orange at ends of petals. Center of flower, rose doree. Peach, pink and orange blend reverse. Flower, 9 to 10 inches in diameter, with a depth of about 5 inches. Plant attains to a maximum height of 5 feet, is well branched and moderately productive of large exhibition blooms. Stems, long and stiff, holding the flower high out of the foliage, foliage dark bronzy green, and so heavy and tough of texture, not even the most destructive chewing insects ever go near it. You will be delighted to have this new type of formal decorative dahlia in your garden. It is not only different, but most decorative. On Johnston's Honor Roll.

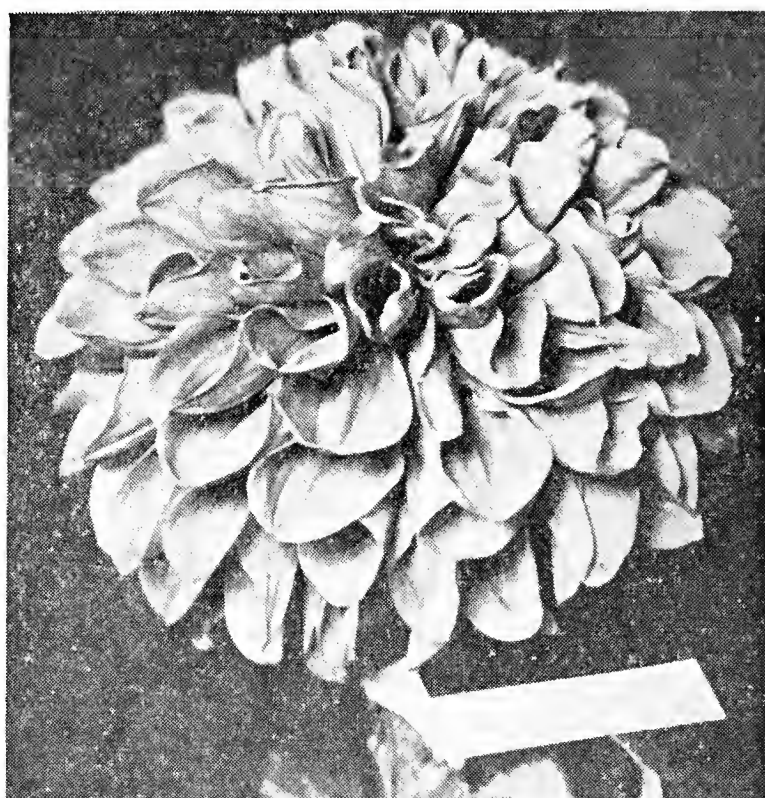
Divisions each \$10.00, 3 for \$25.00, Plants, each \$5.00,
3 for \$12.50

ELLEN FARR—I. D. (Kemp, No. 3-35). This exquisite colored dahlia was named in honor of a most estimable lady residing in Columbia, S. C., who is a great lover of the dahlia and other beautiful flowers. Its delicate peaches and cream color combination imparts to the flower a refined and enchanting beauty that is most pleasing to look at. Size of flower 10 inches and over in diameter, by 5 inches or more in depth, is full centered and is held high out of the foliage on strong wiry stems. Plant is a very strong grower, attaining to a height of 5 to 6 feet, is well branched and quite prolific of large perfect blooms. Some blooms when full blown turn their long petals up and over the center giving the flower the appearance of a huge Paeony bloom. This delicate, beautiful flower has a strong appeal to all who appreciate the esthetic sentimentality of a beautiful flower. Stock quite limited. On Johnston's Honor Roll.

Plants, each \$5.00

RED LEGION—I. C. (Kemp No. 44-35). Color, rich crimson maroon flower of true incurved type. Maximum size about 8 inches. Plant grows to a height of 4 to 5 feet, is well branched and enormously prolific of large bloom. We have not tried forcing this dahlia for large blooms, but feel quite sure it can be pushed up to much larger size than it has grown for us under ordinary garden culture. A good incurved cactus with a bright future. Awarded first prize in the Incurved Cactus Class, at Red Bank, 1937.

Divisions, each \$5.00, 3 for \$12.50; Plants, each \$2.50,
3 for \$6.00



KEMP'S MONARCH, F. Dec.

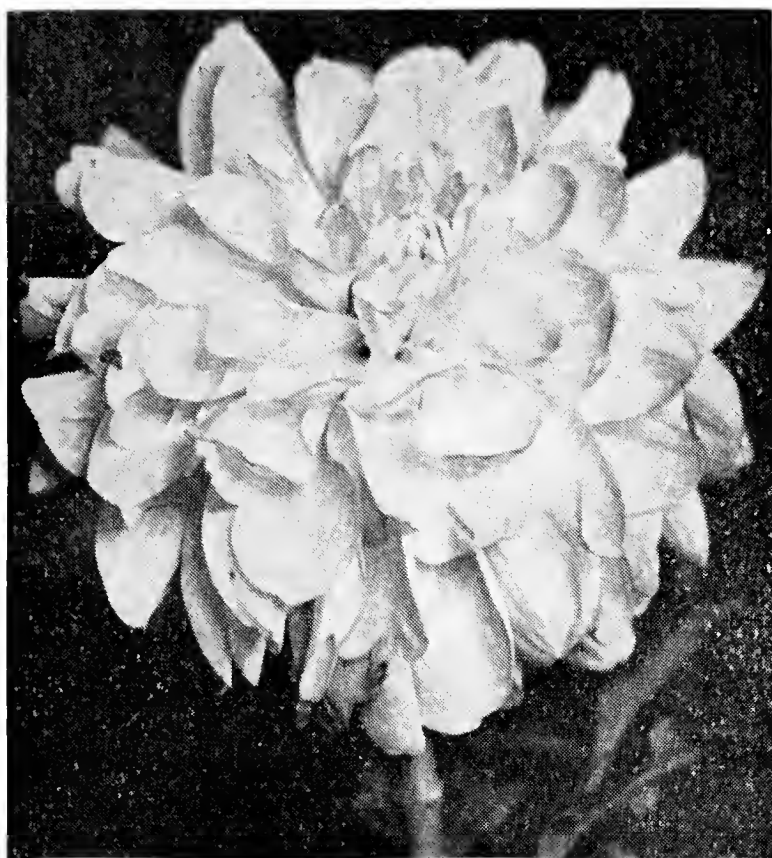
KEMP'S MONARCH

KEMP'S MONARCH—F. D. This is another great formal decorative and a very distinctive dahlia, of great size and beauty. It is also different in its style of petalage, as the picture plainly shows. The huge blooms are almost ball shaped, and most of the petals are involute similar to the ball type. Under ordinary culture we have had many blooms 10 to 12 inches across and fully 7 inches deep. The blooms are usually held at an angle of about 45 degrees and are held high out of the foliage on stiff stems. The predominating color is deep salmon changing to orange chrome tint and lighter salmon when the flower is full blown. Reverse, light peach red. Many blooms have no sexual organs, and are full petaled to the very center of the huge flower. Plant four feet, reasonably well branched and quite prolific of bloom from early to late season. Foliage dark green, and tough sucking insects seldom bother it. Good root maker, and good keeper in storage. On Johnston's 1936 Honor Roll.

Divisions, each \$10.00, 3 for \$25.00; Plants, each \$5.00,
3 for \$12.50

DOLLY MADISON—I. D. (Kemp, No. 16-35). The color of this fine dahlia is a rich viridine yellow, shading to light bronze, Bittersweet pink reverse. Flower, 10 to 11 inches in diameter, and of good depth, stems long and stiff, holding the flowers facing, high out of the luxuriant dark bronze red foliage. Plant is a very strong, healthy grower, attaining to a height of 5 to 6 feet, with long slender branches, permitting the blooms to be cut with stems 3 to 4 feet in length. Splendid keeper when cut, fine for exhibition and house decoration. The foliage is very resistant to insect attacks, and seldom suffers injury from either sucking or chewing insects. They do not like it and stay away from it. If you want a good dependable dahlia of this color, you will not go wrong in adding it to your list of high quality varieties. It will not disappoint you.

Divisions, each \$10.00; Plants, each \$5.00, 3 for \$12.50



MEMORIAL, F. D.

MEMORIAL

MEMORIAL—I. D. (Kemp). This beautiful deep yellow dahlia is dedicated to the memory of our fellow members of the old guard in the American Dahlia Society who have passed on. In life, they were indefatigable workers in the interest of the dahlia, devoting their time and talents to the spread of dahlia propoganda, and to them must be given much of the credit of popularizing this wonderful flower that has taken such a great hold upon the garden lovers throughout the world. This dahlia has a richness of color not duplicated by any other yellow variety. The flowers can be grown up to 11 inches, have good stems and the 4½ ft. plant is very healthy, wide spreading and enormously prolific of bloom from early to very late. We want every dahlia lover in the land to have at least one plant of this Memorial dahlia in their garden, and not wishing to exploit it ourselves or by others, we offer plants at just about the cost of production, packing and mailing. No roots will be sold this year. Scored 85 at Storrs' Trial Grounds 1937.

Plants, each \$1.00, net

JACK BENNY—I. D. (Eddison). This brilliant dahlia was one of the attractions in our test garden the past season, it never failing to attract the attention of visitors and to elicit exclamations of admiration from all who saw it. In color it is a bittersweet orange. Blooms are up to 12 inches and over in diameter and 4 inches and over in depth, and are held facing on long stems high above the top foliage. plant is a strong vigorous grower, attaining to a height of 6 to 7 feet, many branched, wide spreading and very prolific of large exhibition bloom from early season till cut down by frost. We consider this to be one of the best dahlias of its color now available. Scored 85-E at A. D. S. Trial Gardens, 1936.

Divisions, each \$5.00; Plants, each \$2.50, 3 for \$6.00



MONTICELLO, I. D.

MONTICELLO

MONTICELLO—I. D. (Kemp, No. 41-35). Colors are a combination of light peach, red and lemon chrome, the lemon chrome yellow predominating in the center half of the flowers. Peach red reverse. Flower 10 inches and over in diameter with corresponding depth. Stems long and stiff holding the flower high out of the foliage. Plant is a strong grower, attaining to a height of 5 to 6 feet, with numerous long slender branches, permitting the blooms to be cut with 3 to 4 foot length stems. A prolific bloomer from early mid-season until cut down by frost. Here is a beautiful dahlia you will like. It is dependable for growth, and heavy production of large exhibition blooms. Its thick textured petals are not easily bruised by careless or indifferent handling. A splendid all around dahlia that will satisfy the amateur and professional growers alike.

Divisions, each \$10.00; Plants, each \$5.00, 3 for \$12.50

ZENITH—(Kemp No. 14½-35) This fine dahlia is on the border line between formal and informal decorative. Color, Orange Buff, shading to pale yellow toward the ends of the petals. The blooms range in size from 9-11 inches across, are of corresponding depth, and are borne freely on medium length stem that hold the flower facing. Height 6 feet, many branched, wide spreading, and quite prolific of splendid exhibition blooms. Fine general purpose variety.

Roots, each \$10.00; Plants, each \$5.00, 3 for \$12.50

CROYDON WONDER—I. D. (Brand). This large red dahlia came to us most highly recommended, and we are pleased to give the originator's description, though it has not quite come up to what we expected of it. Quote: "This gorgeous red dahlia can be ranked as the finest red dahlia on the market. Its color has no equal, for it is not at any time two toned; the build of the flower is perfect, both in width and depth, and is very symmetrical. In 1936 one of S. Australia's leading judges described it as the finest red dahlia yet introduced. This statement has been truly justified, as the record shows during the 1936 season it won three championship honors and was twice runner-up, besides winning all red classes. During 1937 season this dahlia proved its value by winning Champion honors at the Woodville H. and F. Society's Show and followed this by winning the highest possible honors in S. Australia, being selected as the champion of champions at the S. A. National Dahlia Growers Society Show at Adelaide—the most coveted honor. This was not all, for it again won the award for the Champion of Champions at the Tramways Show on April 12th." As we saw it the past season under the most favorable conditions in our trial garden, it was not fully up to the glowing report as given in the originator's description quoted above. It is a good dahlia, and is well worth growing. Blooms face mostly upward, an occasional one facing sideways.

Divisions, each \$7.50; Plants, each \$3.75, 3 for \$10.00

BLACK TOM—F. D. (E. Tolan) In color this dahlia is a shade or two lighter than our Black Night, being a very dark mahogany, and dark crimson maroon blend. The blooms measure up to 11 inches in diameter, are of good depth, and are held high out of the foliage on long, stiff stems. Plant is a tall vigorous grower, reaching a maximum height of 7 to 8 feet. It is well furnished with long slender branches, making it possible to cut blooms with 4 to 5 ft. stems. The flower is a true formal decorative, and is an early and continuous bloomer until cut down by frost. It was greatly admired by the many visitors to our gardens the past season. We predict a fine future for this dark colored dahlia in this country. We have a few roots to offer.

Price, each \$10.00; Plants, each \$5.00, 3 for \$12.50

BRONZE GLEAM—I. D. (Brand). Referring to the originator's description, we find it couched in the following words: This dahlia is of a most striking color, being an apricot bronze with beautiful glistening sheen, making the color very attractive. A free producer of perfectly formed deep blooms up to 11 inches across. It has very long, strong stems that hold the blooms well above the foliage. The plant is a strong grower, reaching a height of 5 to 6 feet, is many branched, wide spreading and very productive of large perfect blooms. It was one of the outstanding dahlias in our trial gardens season of 1937.

Plants, each \$5.00, 3 for \$12.50

MRS. HENRY WOOD—Str. C. (Wood-Kemp). We are proud of the privilege of introducing this beautiful Straight Cactus Dahlia to our patrons, friends and dahlia fans in general throughout the country. The color is begonia rose, with traces of orange bronze running through the petals, orange yellow base. The plant attains to a height of 3 to 4 feet, is many branched and produces its 7 to 9 inch wide blooms in the greatest abundance from early season until frost. It has been a long time since we saw a more beautiful dahlia for house decoration and florists' use. The flower stems are 8 to 10 inches long and rigid, holding the flower facing high above the foliage. A more useful, general purpose dahlia would be hard to find, and we feel confident all purchasers will be more than pleased with it.

Divisions, each \$5.00; Plants, each \$2.50, 3 for \$6.00

NANCY GENE—A brilliant dahlia of outstanding merit. Its color is a deep sulphur yellow, without any shadings, being a true yellow self. Although this dahlia is huge, it is at no time coarse, and might easily be described as a Yellow Kathleen Norris, on a perfect clean stem as strong as iron. It is essentially a back row flower, the blooms always facing in the best possible angle for the Show bench. The plant is a very vigorous grower, with beautiful foliage, which is insect repellent. One of the biggest Giants, and a wonderful doer. Height 5 feet.

Plants, each \$5.00, 3 for \$12.50

GOLDEN MORN—F. D. This is not a giant dahlia, but is a fine formal decorative dahlia of pure gold color, and is not only a very nice garden dahlia, but is fine for cutting and exhibition and very useful in helping out in any collection. It is a strong, healthy grower, attaining to a height of 5 feet and over, is many branched, wide spreading and a very prolific bloomer, from early midseason until cut down by frost. You will like this dahlia for its purity of color, and usefulness for decorative purposes. Stock very limited, and while they last will be supplied at

Divisions, each \$7.50; Plants, each \$3.75, 3 for \$10.00

1938 Introductions (Other Sources)

MRS. WM. S. KNUDSEN—I. D. (Dixie). This large white was a winner of a certificate of merit at Lansing, 1937, and is rated as one of the outstanding white dahlias of 1938 introductions. The blooms have been grown up to 12 inches wide by 7 inches in depth, high centered and long stems. Plant is a tall grower, with heavy foliage and large leaves. Winner in informal Decorative Undisseminated classes at Detroit, Indianapolis, Toledo and Chicago. Grows large naturally.

Plants, only \$3.00 each

MRS. C. E. WILDON—I. D. (Dixie). The color of this fine dahlia is scarlet red, with orange buff reverse, size 11 x 7 inches. Long stems. Plant is of medium height, foliage heavy, leathery like, and quite resistant to sucking insect injury. Winner of a certificate of merit at East Lansing, 1937, with a score of 86.6.

Plants, only \$3.00 each

Kemp's 1937 Introductions

GREAT EASTERN—I. D. (No. E. E. K.) This big fellow is the result of crossing Oringo with Lady Moyra Ponsonby, and is one of the largest and most spectacular we have ever introduced. It can be easily grown to 14 inches in diameter, with a depth of six inches and over. The color is a blend of orange and reddish bronze, a beautiful color combination that reminds you of the various hues of the forests in late fall. Plant grows to a height of 4-5 feet, has many long side branches, and is very prolific of huge blooms from early till cut down by frost. Foliage, thick, tough and very resistant to sucking insect injury.

Divisions, each \$5.00, 3 for \$12.50; Plants, each \$2.50,
3 for \$6.00

FRECKLES—I. D. (No. P-K). Seedling of Lafiesta crossed with Lord of Autumn, inheriting the good qualities of both parents. The color is a Lemon Chrome, striped, blotched and speckled bright scarlet irregularly distributed over the yellow ground color. Blooms of this spectacular dahlia were grown up to 14 inches in diameter, and great depth, the past season. Plant averages about 5 feet in height, is many branched and wide spreading, and is tremendously prolific of large bloom from early to late season. The 8-10 inch stiff wiry stems hold the flowers facing, and well out of the foliage, which is luxuriant and very resistant to sucking insect injury.

Divisions, each \$5.00; Plants, each \$2.50, 3 for \$6.00

ROYAL PENNANT—F. D. (No. 109-K.) This is the richest colored dahlia we have ever seen. It might be described as a rich purplish violet, nearest to a Royal Purple of any dahlia we know. Plant is a very strong grower, reaching a height of 7-8 feet, is well branched and extra good foliage. Blooms average 8-9 inches in width, with corresponding depth, and are held 8-9 inches out of the foliage on stiff stems. If you like the unusual in dahlias, here is one that will please you immensely.

Divisions, each \$5.00; Plants, each \$2.50, 3 for \$6.00

MRS. IDA CHASE—Str. C. (No. H. H. K.) Named for the late Mrs. Ida Chase of Michigan, who was one of the outstanding dahlia lovers of her state. We believe this to be one of the most beautiful colored dahlias introduced in many years. The colors are a combination of bright Lemon Yellow and Spinal Pink, pale lavender pink reverse. Under ordinary garden cultural conditions, the blooms average about 7 inches, but can be easily grown to 9 inches in width under high culture. Height of plant 4½ to 5 feet, which is many branched and wide spreading. Stems are perfect, and hold the blooms out of the foliage 8-10 inches. Mid-season.

Divisions, each \$5.00; Plants, each \$2.50, 3 for \$6.00

Kemp's 1937 Introductions (Continued)

POWHATAN—I. D. (No. R. R. K.) Color, brilliant carmine, beautiful beyond imagination. Blooms up to 10 inches in diameter, are held on stiff stems and are borne of medium high sturdy bushes. Early, prolific, Sun proof, and insect resistant. A beautiful dahlia good enough to grace any garden.

Divisions, each \$3.75; Plants, each \$2.00, 3 for \$5.00

KEMP'S GLORIANA—I. D. (No. D. D. K.) The color of this remarkably beautiful dahlia is a brilliant Lemon-Chrome, tinted capuazine orange, which is evenly distributed over the surface of the petals. The blooms are produced in profusion from early season until frost, and average 10 inches and over in diameter, by 5-6 inches in depth, and are held 7-8 inches out of the foliage on stiff stems. Plant 4½ feet in height, is well branched, splendid foliage.

Divisions, each \$5.00; Plants, each \$2.50, 3 for \$6.00

1937 Introductions (Other Sources)

WATCHUNG GIANT—I. D. (Smith). This is truly a giant among giants, and we believe it is the most outstanding dahlia of the 1937 introductions. It was a contender for the Achievement medal in the 1936 A. D. S. show in New York City, and in the opinion of almost every well informed dahliaist present, it was by far the best dahlia in the class and should have been awarded the Achievement Medal. That it did not receive this distinguished honor brought down on the heads of the judges the indignation of the on-lookers, as all felt a great injustice had been done to a great dahlia. This giant is a beautiful light definite yellow, with warm suffusion of rose, and notwithstanding its great size it is without coarseness, as is often the case with large flowered dahlias. The plant is very sturdy, and foliage, stem and habit excellent.

Plants, each \$3.75

AMERICAN PURITY—S. C. (Am. Dahlia Farms). This ideal semi-cactus pure white dahlia was introduced in the spring of 1937, and wherever it was grown last season it made hosts of friends. It is immense in size, and has wonderful substance and keeping qualities for such a large flower. Has many first prizes to its credit, as well as the Achievement medal for the best and largest bloom in the show. Plant attains to a height of about 5 feet, and is quite prolific of large perfect blooms. We know of no other white quite equal to it in its type.

Plants, each \$3.75

AZURA—I. D. We saw this dahlia in the garden of a friend in Norfolk, Va., in late October, 1937. Its bright rosy lilac, with bluish violet sheen color instantly attracted our attention and admiration. It is a very large, deep flower, and has been grown up to 14 inches in diameter. Plant tall and strong, and free blooming. This is not just another rose pink; but is tops in this color class.

Plants, each \$2.50

DEAN ANDERSON—I. D. The color of this fine dahlia is radiant henna-orange, flowers are of true exhibition type, and are held in an ideal position on long, strong stems. Plant 4½ to 5 feet, luxuriant insect resisting foliage. A world beater in its color class.

Plants, each \$3.50

CHEROKEE—S. C. A positive semi-cactus of pleasing lavender pink with light center, which in some respects might be described as a very much improved Marion Brooomall. Flowers large and deep, stems extra long and straight. Plant a good grower, and does best if the center is pinched out of it early.

Plants, each \$2.50

MISS GLORY—S. C. Color, apricot yellow, massive in size, yet an extremely refined flower in every sense. A free, early and continuous bloomer throughout the season. Perfect stems. Storrs' trial grounds judges gave it a score of 86. On many honor rolls, many first prize winnings to its credit.

Plants, each \$2.50

MARGRACE—I. D. (Bissell). The large, graceful flowers of brilliant scarlet, tipped gold entitle it to the high rating given to it by experts in the dahlia world. Plant is a robust grower, flowers large, with good stems. A great prize winner.

Plants, each \$2.00, 3 for \$5.00

Kemp's 1936 Introductions

CLARA CARDER—I. D. One of the greatest pink decorative dahlias we have ever grown. It has made good everywhere the past season, winning many first prizes in the shows throughout the country. Color is a bright Cyclamen Pink, the only dahlia we know of this color. The blooms are produced on medium high plants, in the greatest profusion from early to late season, and can be grown to 12 inches without forcing. A great dahlia that you will be pleased to have in your garden.

Divisions, each \$3.00, 3 for \$8.00; Plants, each \$1.50,
3 for \$4.00

KITTY MAC—I. D. Here is another sensational dahlia of great merit. The color is Petunia Purple, flowers are 10-12 inches in diameter, by 6-7 inches in depth, and are borne on long stems facing upward. Plant very rugged, with exceptionally insect resisting foliage. Height 6-7 feet. Stock very limited.

Roots, each \$5.00; Plants, each \$2.50, 3 for \$6.00

EDITH MENCKE—I. D. Orange Buff, with slight sheen of pink on the older petals. Blooms, 10 inches and over in width, by 6 to 7 inches in depth, and are freely produced on plants 4 to 4½ feet high. Stems stiff, holding the blooms high above the foliage. A fine dahlia you will like.

Roots, each \$2.00; Plants, each \$1.00

1936 Introductions from Other Sources

MILTON J. CROSS—I. D. (Johnson). Achievement Medal Winner 1935. The color of this magnificent dahlia is a clear gold at center, shading to light Orange Buff on outer half of the petals. Rich, bright, beautiful and of great width and depth. The long stems hold the giant blooms high out of the foliage, and are produced on vigorous plants 6-7 feet high. We have a limited amount of root stock to offer and while it lasts, will fill orders in the rotation in which they are received.

Divisions, each \$5.00; Plants, each \$2.50, 3 for \$6.00

BAUER'S IDEAL—Dec. Of all the red dahlias we have seen and grown during our many years of experience, this in our opinion is the most beautiful and most desirable of all. The color is a brilliant carmine. Flowers grow to great size, and are borne on stems or branches three feet and over in length. This dahlia has every desirable quality. Large perfect, brilliantly colored blooms that do not fade nor burn, long stiff stems, wonderful plant growth, insect resisting foliage, good root maker. What more could be desired or expected of any dahlia? We hope to have a limited supply to offer.

Divisions, each \$5.00; Plants, each \$2.50, 3 for \$6.00

CHARMER—I. D. (Lloyd's) Seedling of the famous variety JANE COWL, possessing all the fine qualities of its parent. The 10-12" by 5" blooms are of a beautiful hue of Zinc-orange around the center, petals of apricot yellow, blending to maize yellow. The entire flower is overlaid with a lively sheen of apricot yellow, producing a bright glistening effect in the sunlight. Blooms are held high out of the foliage on stiff stems. Plant attains to about 5 feet in height. An early and prolific bloomer. Good keeper when cut. If you have a cut flower trade, you cannot afford to be without this fine addition to your collection of utility varieties.

Divisions, each \$2.50, 3 for 6.00; Plants, each \$1.25,
3 for \$3.00

OAKLEIGH MONARCH—Dec. (Hook). Oakleigh Monarch is a big broad petaled informal decorative of clear brilliant cerise red. Flowers 8-11 inches in diameter, depth 4-6 inches, and are borne on strong stems well out of the foliage. Plant 4-5 feet in height. Early, prolific. Scored 86.9 at Lansing, Mich. Trial grounds 1935. Root stock very limited.

Roots, each \$3.50; Plants, each \$1.75, 3 for \$4.00

Kemp's 1935 Introductions

DADDY KEMP—I. D. This is every inch a man's dahlia, and one of the most spectacular varieties introduced in recent years. Color, rich purplish red, and may be grown up to 14 inches in diameter, and 6 to 7 inches in depth. Under certain soil and cultural conditions the stems may be somewhat weak, like Satan and some other great dahlias, while under favorable soil and cultural conditions the stems are entirely satisfactory. Plant is a rampant grower, and tremendously prolific of giant blooms from early to frost.

Roots, each \$2.00, 3 for \$5.00; Plants, each \$1.00,
3 for \$2.50

BLACK KNIGHT—I. D. Blackest of black dahlias. Color, dark velvety maroon, almost black. Flowers can be grown up to 14 inches in diameter, and are held well out of the foliage on cane like stems. Plant a most rampant grower, attaining a height of 6-7 feet. Late bloomer, and should be planted early, and not pinched back, as pinching out the top retards blooming.

Divisions, each \$2.50; Plants, each \$1.25, 3 for \$3.00

ORINGO—I. D. A most distinctive dahlia in color and formation. Color effect is a gradation of golden to rich salmon orange from front to rear petals of flower. Petals are curled and twisted producing an effect much like the ruffled sweet pea or petunia, and it might very properly be termed a ruffled dahlia. This is the seed parent of practically all our best originations. Flowers have a maximum size of 12 inches, plant growth about 4 feet.

Divisions, each \$2.00; Plants, each \$1.00, 3 for \$2.50

1935 and 1934 Introductions from Other Sources

MRS. GEO. LEBOUTILLIER—I. D. (Ruschmohr). A huge, dark red dahlia is a close competitor of Murphy's Masterpiece as its blooms are fully as large, and of a brighter hue of red. Plant is a somewhat shorter grower than Murphy's. Stems are long, holding the large blooms high out of the foliage. A superior red variety for the southern section of our country.

Divisions, each \$2.50; Plants, each \$1.25, 3 for \$3.25

TOWERS EMPIRE—I. D. (T-P). Very large, clear, golden color, with amber shadings in the center, present a picture of wonderful beauty. Plant grows to a height of 7-8 feet, well branched and very prolific of large perfect blooms that are held high out of the foliage on stiff stems.

Divisions, each \$2.00; Plants, \$1.00, 3 for \$2.50

DOKOUPIL'S TRIUMPH—I. D. (1934). Color is light straw yellow, shaded light lavender pink in center. Blooms up to 12 inches wide, and 5 to 8 inches in depth are not uncommon. The 10-12 inch stems hold the flowers facing upward. Plant 4-5 feet in height, good foliage, and resistant to sucking insect injury. Fine exhibition variety.

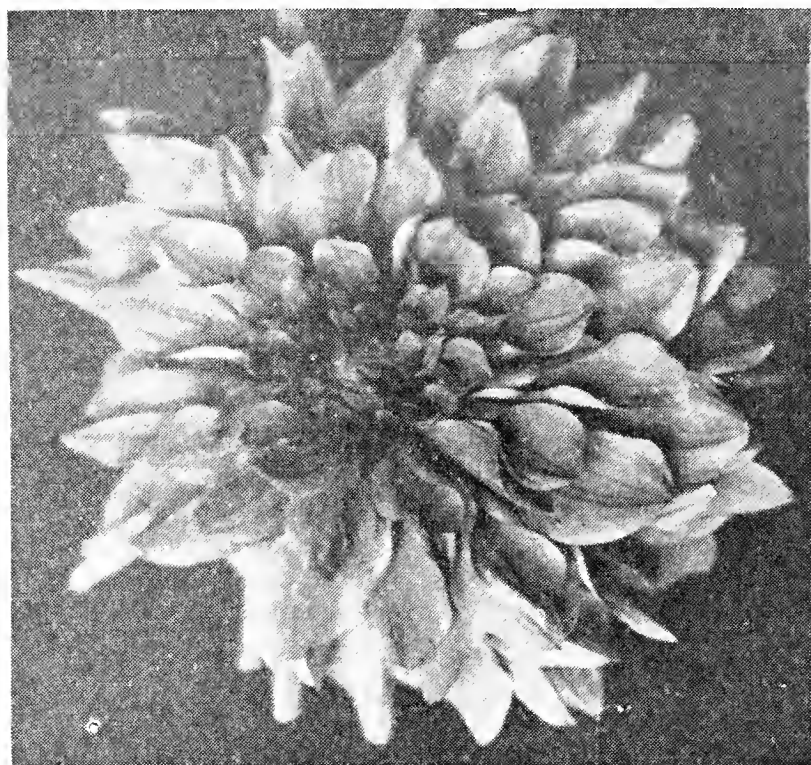
Divisions, each \$2.00; Plants, each \$1.00, 3 for \$2.50

JESSICA DRAGONETTE—S. C. (Alling 1935). This fine dahlia has made good the past two years and has become a great favorite for exhibition purposes. The blooms equal Amelia Earhart in size, and are of the same type, but quite different in color, it being a peach and cream combination, with a shading of deeper pink on the reverse of the petals. Petals turn in toward the stem, making the giant blooms both deep and wide. Plant about 5 feet high, quite prolific of large exhibition blooms from early to killing frost. Stems excellent.

Plants, \$1.00 each, 3 for \$2.50

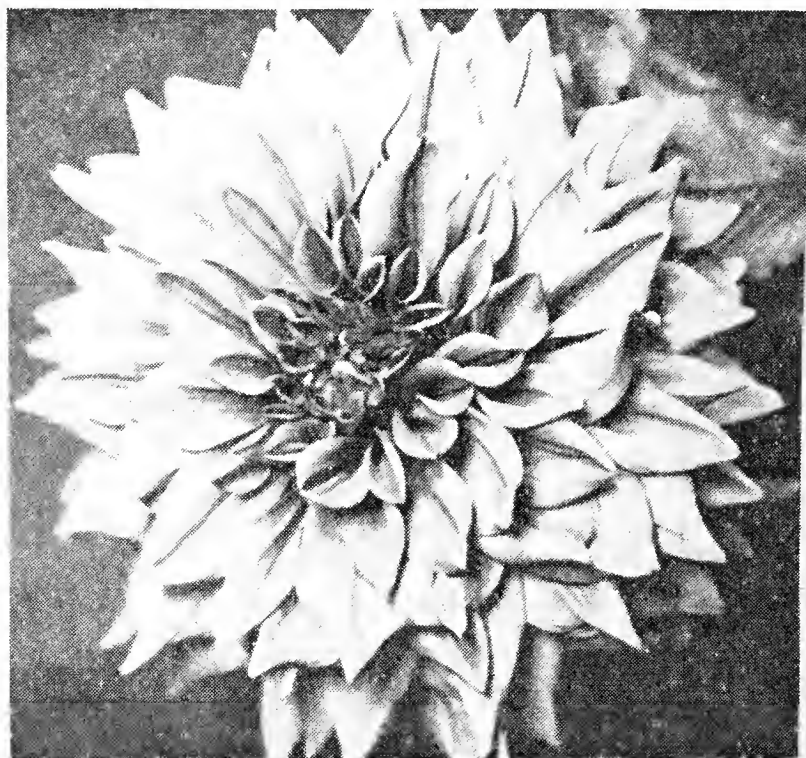
MONMOUTH QUEEN—F. D. This fine light yellow has a long string of first honors to its credit. Throughout the whole dahlia world, it has made good. Color is pyric yellow and light primrose. Blooms are of the largest size. It has beaten some of the greatest in the largest bloom class. Stems hold the flower high out of the foliage facing. Plant 5 feet and over in height. Good root maker.

Divisions, each \$2.00; Plants, each \$1.00, 3 for \$2.50



DOLLY MADISON, I. D.

DOLLY MADISON
(Description—Page 6)



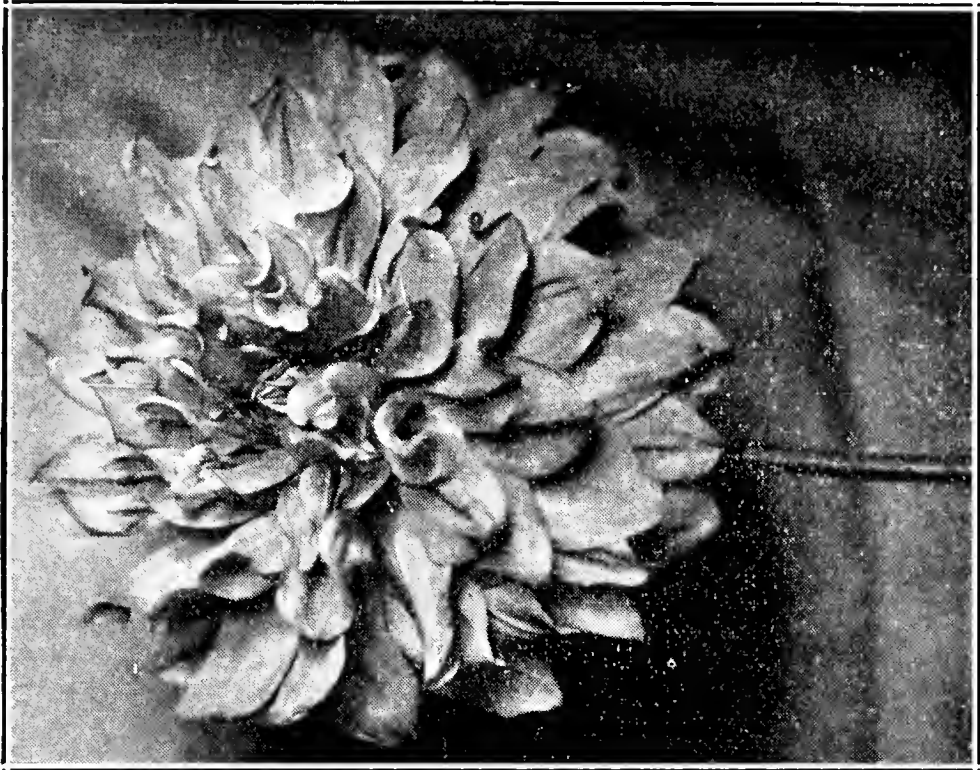
BRONZE GLEAM, F. D.

BRONZE GLEAM
(Description—Page 9)

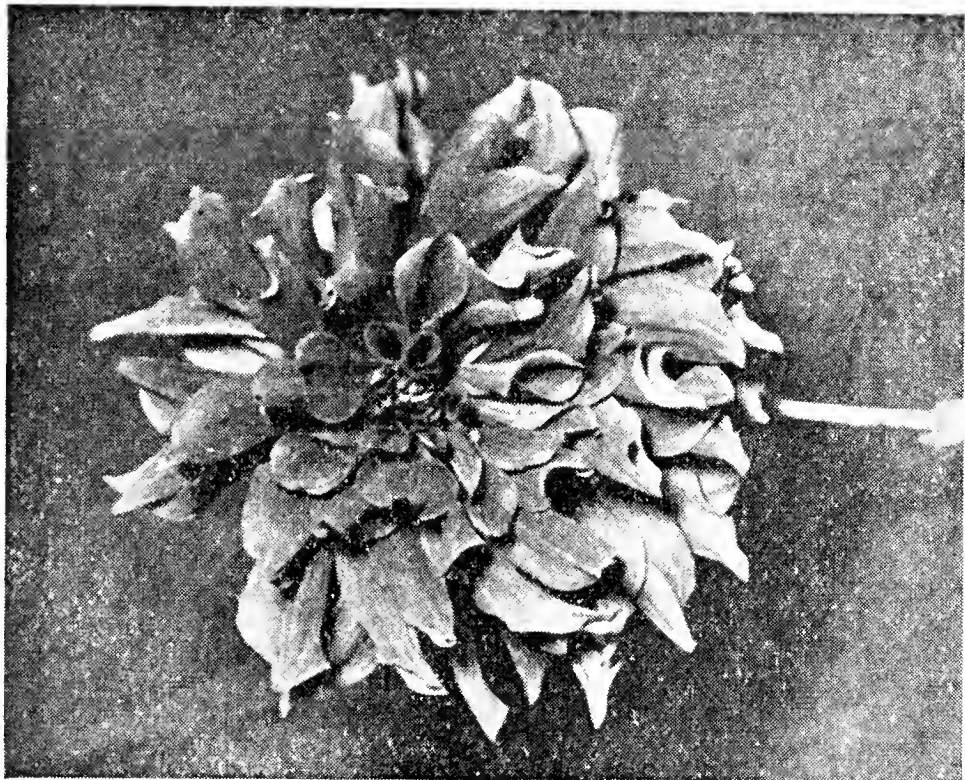


RED LEGION, Inc. Cac.

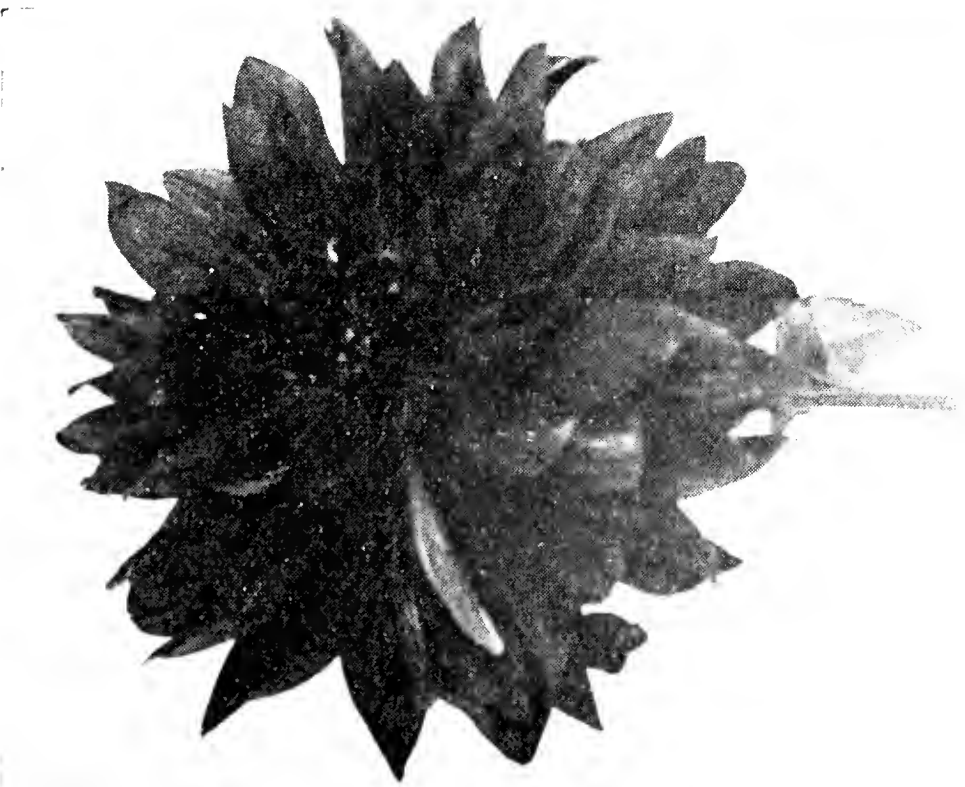
RED LEGION
(Description Page 5)



CLARA CARDER—1936
(Description Page 12)



DADDY KEMP—1935
(Description Page 13)



BLACK KNIGHT—1935
(Description Page 13)

1935-1934 Introductions (Continued)



AMERICA'S SWEETHEART—I. D. (Neunviller 1935). This is another great yellow dahlia, and compares favorably with Lord of Autumn. Flowers are of the same type as Lord of Autumn, fully as large, but little lighter shade of yellow. Plant growth similar to Lord of Autumn, but more resistant to heat, and in sections where the summer heat is high, we would recommend the Sweetheart in preference to the Lord of Autumn. It is unquestionably one of the greatest dahlias in commerce.

Roots, each \$3.50; Plants, each \$1.75, 3 for \$4.00

MRS. BRUCE COLLINS—1935. A new and one of the most desirable straight Cactus Dahlias we have ever grown. The color is a light Canary yellow, shading lighter at the tips of the petals. Plant 4 feet in height, many branched and enormously prolific of bloom from early season till frost. Stems perfect, holding the blooms well out of the foliage.

Roots, each \$2.00; Plants, each \$1.00, 3 for \$2.50

Variegated Dahlias

TRIUMPH D'ANVERS—I. D. (Nagles). This is not only a beautiful bi-color dahlia, but is equally beautiful in its formation, the petals curling and twisting in an enchanting color combination of crimson and white. Flowers are of medium size, and are produced in profusion from early to late season, are held well out of the foliage on stout stems. Plant about 5 feet high, and many branched.

Divisions, each \$2.00; Plants, each \$1.00, 3 for \$2.50

PHANTOM—F. D. Not in many moons has a more beautiful bi-color dahlia come upon the scene than we have in the Phantom. The colors are rich purple, beautifully tipped white, making it one of the most attractive dahlias one could wish to see. The blooms are quite large, ranging in size up to 9 inches and over, are of good depth, and are held high out of the luxuriant foliage on perfect stems. Plant grows well on to 5 feet in height, is quite productive of large perfect blooms from early season until cut down by frost. We predict that this fine dahlia will be the leader in the bi-color section in the near future. We have a very small root stock.

Roots, each \$2.50; Plants, each \$1.25, 3 for \$2.50

General List

PRIZE WINNING DAHLIAS

AMELIA EARHART—S. C. This great dahlia becomes more popular each year, as it is one of the leading prize winners. Color is a charming Apricot-buff. Flowers are very large, and are borne on long stiff stems high out of the foliage. Plant medium to tall, and quite early and prolific of bloom. Root stock very limited.

Divisions, each \$2.00; Plants, each \$1.00, 3 for \$2.50

GOLDEN HEART—F. D. Purest golden yellow color of any dahlia we know. Blooms can be grown up to 12 inches in diameter, by 5 inches in depth. Long stems, which hold the flowers high out of the foliage of the 5-6 foot plants.

Divisions, each \$2.00; Plants, each \$1.00, 3 for \$2.50

MURPHY'S MASTERPIECE—(Murphy). This is still the largest, and leading red dahlia, and is seldom beaten in the show room. Flowers have been grown up to 14 inches and over in size, with corresponding depth. Plant is a strong grower, and fairly good root maker. No roots for sale.

Plants, only \$1.00 each, 3 for \$2.50

PURPLE WONDER—I. D. This great purple dahlia has many friends in the dahlia world. Its attractive Pansy-Purple color is distinctive from all other purple dahlias. Blooms range up to 11 inches in diameter, and 6 inches in depth, and are held high out of the foliage on long stiff stems. Plant 6-8 feet high. Rare bloomer, good root producer. Root stock very limited.

Divisions, each \$2.00; Plants, each \$1.00, 3 for \$2.50

NANCY VICK—I. D. Very large cerise colored blooms, stems long and stiff, holding the flowers high out of the foliage. Plant is an exceptionally vigorous grower, foliage thick and tough, and very resistant to sucking insect injury. Good root maker, good keeper in storage. An exceptionally all around dahlia, a great exhibition variety.

Roots, each \$2.00; Plants, each \$1.00, 3 for \$2.00

KEMP'S FORT MONMOUTH—I. D. For years this dahlia has been a prime favorite with the growers everywhere. It is the only super dahlia of its color in commerce. A rich wine red, with an undertone of bright crimson. Does not burn nor fade under bright, hot sun. It has been grown up to 15½ inches in diameter, and a well grown specimen flower is well nigh unbeatable in the show room. Plant is a tall vigorous grower, very prolific of blooms that are held high out of the foliage on straight, stiff stems.

Divisions, each \$1.00; Plants, each 75 cents, 3 for \$2.00

DIRECTEUR PLUMCOCQ—(I. D.) "Pezant". This European origination was heralded as the greatest large flowered dahlia in the world when announcement of its pending introduction in America was made in 1936, which was scheduled for spring of 1938. We procured several plants of it which were grown in pots the past season, for propagating purposes. Therefore; we have not seen it bloom, and for that reason we are not in a position to either endorse it or to condemn it. It is described as being the largest ever known to date. extremely full and nearly as deep as it is wide, color; rich old gold, shaded brown without any other tints. Strong, cane-like stems hold the flowers high and well out of the foliage. Plant a strong vigorous grower, and very prolific. We offer a limited number of plants, but in no wise do we guarantee its performance in this country.

Plants, each \$3.00, 3 for \$8.00

YANKEE GOLD (Wakeman)—I. D. The color of this giant dahlia is bright gold, deepening toward the center. As an exhibition flower in the largest flower class, it compares favorably with Sultan of Hillcrest, Milton J. Cross, Murphy's Masterpiece, Rudolph's Giant, Watchung Giant and other giant flowered varieties. The plant is a tall healthy grower, and will stand heavy applications of fertilizer, without injury to plant or flower. A good keeper when cut, and will stand up in the show room when many other large blooms go down.

Plants, each \$1.50, 3 for \$4.00

General List—Prize Winners (Continued)

MONMOUTH RADIANCE—I. D. (1934). We believe this to be one of the most beautiful pink dahlias ever introduced. Its color combination of coral pink, with primrose suffusion on lower half of petals produces a radiant color picture not seen in any other dahlia. Flowers are large, averaging 11 inches and over wide, by 5-6 inches in depth, and are produced on a tall sturdy plant 6-7 feet high, with stems that can be cut up to 4 feet in length. Owing to its lateness in flowering it is not well suited for the north, but is particularly well suited for the south where the late season provides ample time for the production of many glorious blooms before killing frost.

Divisions, each \$2.00; Plants, each \$1.00, 3 for \$2.50

YANKEE ROYAL—I. D. One of the largest exhibition purple dahlias. Flowers average around 11 inches in width, are of good depth, and are held high above the foliage on stiff stems. Plant is a fine grower, reaching a height of 6 feet and over, is well branched and quite an early, and continuous bloomer till frost. A good dahlia that will not disappoint you.

Divisions, each \$1.50; Plants, each \$1.00, 3 for \$2.50

BELLADONNA—I. D. This beautiful dahlia comes the nearest the color of Delphinium Belladonna (Turquoise blue) of any we have seen. Its brightly colored blooms are of large size, with long stiff stems that hold the flower well out of the foliage. Plant is a strong sturdy grower, over 5 feet in height, with many long side branches, and an early, profuse and continuous bloomer until the last of the season. If you want the unusual, coupled with real beauty, this variety will give you great satisfaction in every particular.

Divisions, each \$5.00; Plants, each \$2.50, 3 for \$6.00

Exhibition Dahlias at Real Bargain Prices

Stock guaranteed to be of highest quality.

The following list of high class exhibition dahlias, many of which have been great prize winners in the past are offered you at the uniform price of only \$1.00 a division, 6 for \$5.00, 12 for \$9.00. Your own choice of varieties. Stocks of some are limited, and in case we are sold out of any variety, please state if we may substitute others of the same general color. Prices are net.

BARBERA HAWKS—I. D. 1934. Phlox Purple, 10 inch blooms, good stems. Height, 7 feet.

CROYDON GLORY—F. D. 1934. Deep primrose yellow, size 10 to 12 inches. Height of plant 5 to 6 feet.

CROYDON SUPREME—F. D. 1934. Orange buff, lighter hue at tips of petals, reverse, rose pink. Size up to 10 inches. Height 4½ to 5 feet.

COLUMBIA—1935. Deep orange rufous, and cadmium yellow, pink reverse. Size up to 10 inches. Height of plant 4 feet.

EAGLE ROCK SUPERBA—(Broomall). Color, Amaranth pink. Flowers average about 10 inches across. Height of plant 5 feet.

CROYDON WHITE—I. D. Very large white of clear glistening color. Stems good. Height of plant 5 feet.

ELMA—F. D. 1935. Color bright red, with yellow disc at base of petals. Height 5 feet.

TRIOLA—I. D. 1935. Ground color, fused with hues of red and yellow. Flowers large, fine for exhibition and house decoration. Height of plant 3½ to 4 feet.

CROYDON LILAC—F. D. 1935. Flowers medium to large. True Lilac shade on face, with violet hue on reverse of petals. Long perfect stems. Fine decorative and exhibition dahlia. Height, 5 feet.

MONMOUTH CHAMPION—F. D. One of the greatest prize winning dahlias ever introduced. Color, brilliant Orange-flame. Size up to 12 inches. Height of plant 4½ feet.

GREAT HARBOR—I. D. Giant Carmine red. Stems good. Fine exhibition variety. Height of plant 4½ feet.

PRINCE OF PERSIA—I. D. No prettier red dahlia in commerce than this variety. Its dark glistening cardinal red flowers are of giant size, both in width and depth. Plant 5 feet high.

J. K. ALEXANDER—I. D. Giant garnet red flowers, borne on strong sturdy plants about 4½ feet high. Fine exhibition variety.

Exhibition Dahlia Bargains (Continued)

ROCKLEY MOON—F. D. One of the best formal decoratives of the older introductions. A little late for northern sections. Hard to beat in the show room. Flowers are very large, perfect formation. Stems very good. Height of plant 5 feet.

BAUER'S MASTERPIECE—I. D. Large exhibition dahlia of golden bronze color and perfect stems. Height of plant 3½ to 4 feet.

Low Priced Dahlias (Un-named)

For a number of years we have offered a limited quantity of good varieties at a price far below their real value. For the protection of other commercial growers the roots are not labelled with their names, but colors are given on the labels. We have them in pink, red, yellow, lavender, and white. If you are looking for a collection of good dahlias at bargain counter price, you cannot afford to miss this collection. Sold only in one-half dozen lots or more. Price, while they last—6 for \$2.00, 12 for \$3.50. Net.

New Single Dahlia

JOE'S PRIDE—(Kennedy 1938). This beautiful single dahlia was originated by the late Joseph Kennedy several years ago, and until his death, spring of 1937, was a source of great pride to him, as in its beauty and character he visioned a dignity to be proud of. Its predominating color is brilliant morocco red, shaded rose pink on outer edge of petals, base of petals, Piric yellow, deep yellow disc. Size of bloom four to five inches across, stems long and stiff, holding the flowers well out of the foliage. A wonderful keeper when cut. The plant attains to a height of 2½ to 3 feet, is many branched and very prolific of blooms from early season to late fall. Fine for all decorative purposes, and is almost unbeatable for exhibition in the single dahlia class.

Divisions, each \$2.00; Plants, each \$1.00, 3 for \$2.50

New Collarette Dahlias

DAD'S FAVORITE—(Kennedy 1938) This beautiful collarette was originated by the late W. W. Kennedy, and remained a favorite with him until the day of his death. It gives us much pleasure to have the privilege of introducing it to the dahlia loving public. Its color is a bright scarlet red, with prominent yellow collar, and the flowers average about 3 inches in diameter, being fine for cutting, and a good keeper. It is a great favorite for house decoration and exhibition. Plant attains to a height 2½ feet, many branched and its brilliant colored blooms are produced in the greatest profusion from early season till frost.

Divisions, each \$2.00; Plants, each \$1.00, 3 for \$2.50

BLUE BELLS—(Collarette). This is unquestionably one of the best dahlias of this type in commerce. The plant grows to a height of 4½ feet, is many branched and enormously productive of attractive rose red blooms, with prominent white and yellow blend collar. Blooms fade to a bluish cast with age. It's a splendid keeper when cut, and is wonderfully beautiful for house decoration, and a splendid exhibition variety.

Divisions each, \$1.00; Plants, each 75 cents, 3 for \$1.50

New Pom Pom Dahlias

SHERRY—(Wood 1937). This is just about the best Pom Pom of this color we have ever seen. Color, bright pansy purple, to royal purple. Its small, perfect flowers are produced on long stiff stems, and are held just the right height above the foliage. A wonderfully fine exhibition variety. Plant is a fine grower and very prolific throughout the season. Root stock very limited.

Roots each, \$2.00; Plants, each \$1.00, 3 for \$2.50

LEMON DROP

This perfectly formed little Pom is one of the choicest exhibition Poms we have seen in many a year. It ranks with Little Edith, Atom, and other miniature poms. Its average size is about 1¼ inches, and the two foot high plants are a sheet of color from early season until cut down by frost. In color, it is a light lemon yellow, the best we have yet seen in the yellow Poms. Par-excellent for cut flowers and exhibition purposes.

Divisions, each \$1.00, 3 for \$2.50

The Following Poms Supplied at 25c each 6 for \$1.25, \$2.00 the Dozen

LITTLE BELLE—Morocco red, shaded silvery pink on reverse of petals. Fine exhibition variety.

FACINATION—Lavender pink, shaded white on lower half of petals. Very showy and desirable.

LASSIE—Rose red, shading to rose pink on tips of petals. Fine exhibition variety.

MADELINE—Deep lemon yellow, tipped grayish lavender. Very showy, and the best bi-color Pom we know.

BOB WHITE—The best white to date. Flowers are small, and fine for exhibition. Good keeper when cut. Plant dwarf, very prolific of perfect bloom throughout the season.

BRONZE BEAUTY—A small, well formed plant, producing rich golden bronze flowers of great beauty. Fine for exhibition.

DARKSOME—The best dark maroon.

ELFIN—Light primrose yellow. A good grower and free bloomer.

ATOM—This is unquestionably one of the very best exhibition Poms ever introduced. It seldom exceeds 1½ inches in size. The tiny flowers are perfect balls, and of a beautiful scarlet red color. Plant dwarf, many branched and tremendously prolific of bloom.

PANSY—Almost every one likes the bright, cheery color of this little Pom, which is lively deep lavender. Fine for exhibition, and house decoration.

LITTLE DORTHEA—Small orange and white blend. Very pretty.

LITTLE EDITH—This free growing and free flowering little Pom is a most profuse producer of small yellow blooms, slightly tipped carmine. One of the very best exhibition Poms.

ROSEA—Rosy lavender of refined beauty. Wonderful exhibition variety.

Ball Dahlias

SCARLANO—Ball (No. 102-K). If you are fond of ball dahlias and partial to brilliant red colors, here is one that will meet with your unqualified approval, as the color is a very brilliant scarlet red that fairly dazzles the eyes. The average size of the blooms are about 4 inches across, and the semi-dwarf plant is litterly covered with them from early season till cut down by frost. Stems are long and stiff, holding the blooms high out of the foliage. Plant healthy, vigorous grower.

Plants, each \$1.00

KEMP'S NUBALL—Ball (No. A. K.) A dark lavender pink of much beauty, and we believe it is the best ball dahlia to date. Flowers up to 5 inches in diameter, perfect ball type, and are held on stiff stems 10-12 inches out of the foliage. Height of bush about 4 feet, wide spreading and a very prolific bloomer from early season till frost. Awarded first prize in every class in which it was exhibited the past season.

Plants, each \$1.75

CAROLYN BALL—This fine ball dahlia has been a leader in the ball section for several years past, and is only second to our NUBALL. The color is a clear lavender-pink. Flowers from 4-5 inches in size are produced on good stems. Plant about 3 feet tall, and very prolific throughout the season.

Divisions, each 60 cents, no plants

Miniature Dahlias

FAIRY—This dainty miniature still heads the list as an exhibition variety, and for florists use in design work. It has won more first prizes in the miniature classes than any ever introduced. If you are a florist, or an exhibitor at the shows, you need this dainty rose pink miniature. It is a good grower, good root maker, and above all, is tremendously prolific of blooms, that keep longer when cut, than any dahlia we know.

Divisions, each 60 cents, Three for \$1.50

Miniature Dahlias (Continued)

TOOTSIE—Here is another miniature of refined beauty. The color is a clear, soft pink-salmon blend. The dainty blooms average around 3½ inches in diameter, are full centered decorative type. Plant a good grower, and heavy producer of blooms, perfect stems.

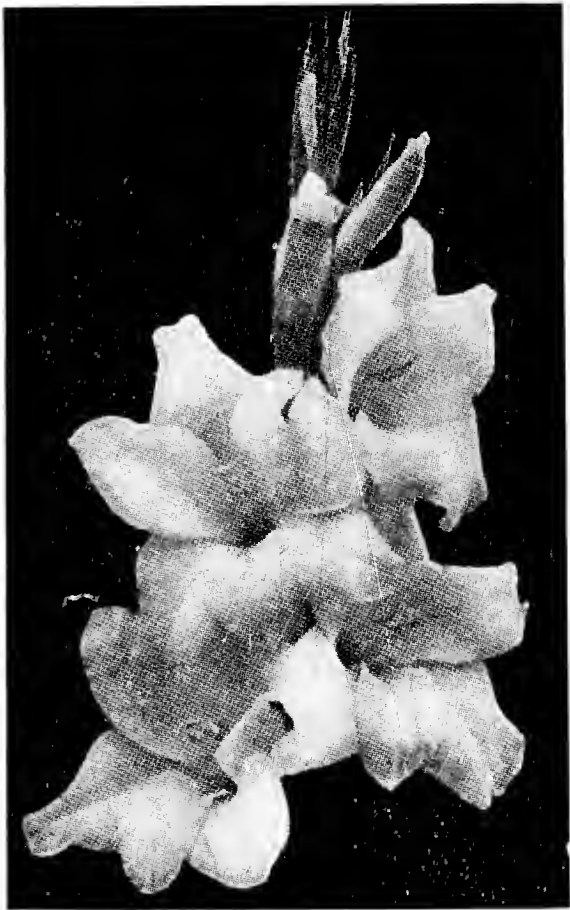
Divisions, each 75 cents

LITTLE NEMO—(Miniature). This showy little dahlia will have a strong appeal to all who love bi-colored flowers. Its bright scarlet, white tipped blooms are very effective for house decoration, and for exhibition in the bi-color miniature class, it is without a peer.

Divisions, each \$1.00; Plants, each 75 cents, 3 for \$1.50

BISHOP OF LANSDAF (Min. Duplex). This small bedding dahlia is one of the most distinctive and attractive dahlias in commerce. Its small two to three inch blooms are of a vivid scarlet color, with bright yellow stamens bracing the center, presents a most pleasing contrast to its dark bronze red, feathery foliage.

Plants, each 60 cents, 3 for \$1.50



PINK WONDER

Gladiolus—Kemp’s Originations

No. 1—1½” and up. No. 2—1¼” to 1½”.

Gladiolus Orders for Less Than 25c Not Accepted

	Each	Doz.
ALBANIA —A pure white, and beautifully finished flower. Fine commercial and exhibition variety	No. 1— 8c	60c
	No. 2— 6c	45c
AMORET —Shrimp pink, tips of petals shaded peach red. Lower petals overlaid with scarlet feathering on orange ground	No. 1— 8c	60c
	No. 2— 6c	45c
ANCORA —Salmon, flaked apricot. Inferior petals—blotched maize yellow with ruby feathering	No. 1— 8c	60c
	No. 2— 6c	45c
AUDUBON —Beautiful shade of salmon pink. Flowers—4-4½” in diameter, correctly placed on tall, straight spike	No. 1—10c	75c
	No. 2— 7c	55c
CAMEO —Large Cameo pink, with maize yellow blotch on rear half of lower petals. Very fine	No. 1— 8c	60c
	No. 2— 6c	45c

CLAYTON —Venetian pink, shading to hermosa pink at base of petals. Many open at once....	No. 1—10c	75c
	No. 2— 7c	55c
CLINTONIA —Sea shell pink, with about 1/3 of the tips splashed coral red. Large flowers, tall straight spike	No. 1—15c	\$1.00
	No. 2—10c	90c
CONISTON —This fine Glad is a clear ochereous salmon, with hair lines of rose red in the throat. Strong grower	No. 1—10c	75c
	No. 2— 7c	55c
DORINE —Salmon-buff. Base of lower petals light orange yellow with faint penciling of ruby. Strong grower	No. 1— 7c	55c
	No. 2— 5c	40c
LEETONIA —This beautiful glad attains to a height of 48 inches. Flowers are a beautiful scarlet, shaded salmon-orange in the throat. Size of flower 4 inches	No. 1— 8c	60c
	No. 2— 6c	45c
MARNIA —Bright grenadine orange, with tyrian rose feathering in the throat. Strong grower. Best commercial orange	No. 1— 7c	55c
	No. 2— 5c	40c
NORWOOD —Coral pink, chatenay pink in the throat. Very fine for florists use.....	No. 1—10c	75c
	No. 2— 7c	55c
ONETA —Xanthine orange, shading to rose; grenadine-rose at base of petals, with feathering of apricot yellow on inferior petals....	No. 1— 7c	55c
	No. 2— 5c	40c
ORAFLAME —This is a beautiful Glad. The predominating color of this beauty is radiant orange, shading to light orange yellow at the base of the petals. Inferior petals orange buff	No. 1—15c	\$1.25
	No. 2—10c	95c
ORANGE WONDER —We believe this to be the largest and best orange colored Glad ever introduced. The color is a rich orange-rufous, practically solid color. The flowers are 4-5 inches across, wide open and well placed on a tall straight spike. A great exhibition variety	No. 1—12c	\$1.00
	No. 2— 8c	60c
PRIM BEAUTY —One of the most distinct Prim Hybrids of the Grandiflorus type. The colors are La France Pink ground, thickly mottled with fine lines and dots of orange rufous. Spike is tall and straight	No. 1— 7c	45c
	No. 2— 5c	40c
PINK WONDER —Flowers are very large. Pleasing La France Pink in color, flaked geranium pink, with chartreuse yellow in the throat, overlaid with rose feathering. Fine exhibition variety	No. 1— 8c	60c
	No. 2— 6c	45c
QUINTON —One of the very earliest to bloom, producing flowers five inches in diameter, of a pleasing hue of coral pink	No. 1— 6c	45c
	No. 2— 4c	35c
SALMON BEAUTY —(New). Clear Salmon pink of great size and beauty. Spike, tall and straight. Fine exhibition variety	No. 1—25c	\$2.00
YELLOW RUFFLES —(New). Medium size heavily ruffled yellow. A good yellow of great promise	No. 1—20c	1.50
WYOMING —Color, Pure Chalcedony yellow, shading to deep yellow on inferior petals. Flowers 4 inches in diameter, and are well placed on a tall spike	No. 1—15c	\$1.00
STALWART —Prim Grand. Very tall growing with long spike of soft creamy hued flowers, with mallow shading in throat	No. 1—10c	75c
	No. 2— 8c	55c
YELLOW GIANT —(New). This is one of the largest yellow glads. It is a clear golden yellow, and heavily ruffled. Spike, tall and straight. Flowers wide open and well placed on spike	No. 1—25c	\$2.00
GOLD EALSIE —Deeper color than Golden Dream. Flowers same size and type of Golden Dream. Spike, tall, straight, many flowers. The richest colored of all yellows	No. 1—10c	90c
	No. 2— 8c	60c

PICARDY—This large flowered, wonderfully beautiful Salmon Pink Glad is the favorite of all the pink varieties, as it has all the good qualities for garden, house decoration, and for exhibition purposes it is without a peer. Bulb is healthy, and very prolific of bulblets that grow. Plant; tall, with long bloom spike and many open at a time.

Size No 5.—25 for 35 cents, 100 for \$1.00

Bulblets—15 cents per 100, \$1.00 per 1,000

GOLDEN SWALLOW—(P. G.) This fine yellow, ruffled Glad is considered by many growers to be about the best of the *Primulinus Grandiflorus* type. Its large ruffled golden yellow flowers are very beautiful and suitable for all decorative purposes.

Large bulbs, each 6 cents, doz. 50 cents, 100 \$3.00

PICK-UP MIXTURE—This fine mixture was offered in our 1925 catalog for the first time when a few thousand were distributed on order to our customers. Its high quality has made it so popular with our customers we are sold out every year long before the shipping season closes. Into this mixture are thrown all unidentified bulbs picked up in the field and from the floor of our bulb house and many small lots of good named varieties are added to it from time to time, worth many times the price you would pay for them if purchased under label. We believe this mixture to be the highest quality ever offered at anywhere near the low price we are charging for it. While the supply lasts, we will fill orders at the following low prices.

Doz. 35c, 100 \$2.50, postpaid; or \$2.00 for 100 by express not prepaid.

Kemp's Orchid Flowered Japanese Iris

These beautiful Japanese Irises were originated from hand pollenized seed, several years ago, and have been pronounced by expert Iris growers to be the most beautiful collection of Japanese Iris in existence. Therefore, I feel confident we are offering a strain of Japanese Iris more beautiful and more desirable than any hitherto procurable.

With these wonderfully beautiful Irises, it is now possible to achieve a color effect quite equal to that produced with the German or Liberty Irises, and at a time of the year when there is a dearth of bright colors in the Garden, which makes them all the more desirable.

The Japanese Irises are very hardy, and free flowering and will grow in almost any situation, where the soil is naturally moist and somewhat acid, their natural habitat being along the margins of ponds and small streams.

We are offering twenty-two varieties here, embracing quite a wide range of color, and the prices at which they are offered have been approved by one of America's leading commercial Iris growers, and are good strong divisions of four or more leads, with good roots.

TERMS:—Cash with order, to customers without an established credit. In all cases, when credit is desired by persons unknown to us, please give BANK reference.

NOTE:—The color descriptions of several varieties offered in this list, were arrived at by use of Ridgeway's color chart, and are nearly correct as it was possible for me to work them out.

PLEASE NOTE CAREFULLY:—All varieties in the list (excepting where noted) 50 cents each, \$5.00 per dozen for large blooming size divisions. 25 cents each, \$2.50 per dozen for small divisions of one or two fans each.

J. A. Kemp

ATLANTA—(No. 11). Rosaline pink, with hue of soft lavender pink. Primrose yellow blotch at back of petals, from which radiates faint longitudinal veins of bluish purple. Pistils greenish white with bluish lips. A very dainty and extremely beautiful variety. 6 petals, size of flower 6 inches, height of stalk 45 inches.

BOBBY SIPE—(No. 9). Large white overlaid with prominent feathering of bright bluish violet. The violet being heavier at base of petals, surrounding bright orange blotch. The beautiful color contrast of this variety is impossible of accurate description. It will have to be seen to be properly appreciated. 6 petals. Size of bloom 6 inches, height 48 inches.

CELESTINE—(No. 15). Deep silvery pink hue veined blue. Orange blotch, surrounded with splashes and stripes of light purple. Standards or inferior petals deep silver pink veined deep blue. Pistils bremen blue. 3 petals, size of flower 7 inches, height of stalk 50 inches.

CHARLOTTE—(No. 18). Violaceous blue on grayish background, in about equal proportions of color. Pistils grayish white, tipped clear violet blue, with broad feathering of Primuline yellow extending about $1\frac{1}{4}$ inches up the center of the petals. 6 petals, flower 7 inches in diameter. A very showy and beautiful variety that every one likes. Height 42 inches.

COLLINGWOOD—(No. 10). Lavender pink ground, heavily brushed Pieroma violet. The violet being much deeper on some of the flowers than on others, giving the appearance of two distinct variety colors from the same plant. The standards or inferior petals are upright and long and prominent. The color being petunia violet, lightly edged lavender pink. Pistils, lilac tipped petunia violet. One of the most beautiful color combinations to be seen in the Japanese Iris. 3 petals, size of bloom 7 inches, height 32 inches.

CONSTANCE—(No. 19). Cerulean blue feathering, overlapping pale forget-me-not background, with orange buff markings at base of petals. Standards medium size, splashed purple on light King's Blue background. Pistils, greenish white, tipped bluish purple. Flower medium to large. 3 petals. Very fine and a prime favorite with those who are fond of parti-colored flowers. Midseason. Height 32 inches.

CORNELIA—(No. 13). White, prominently veined purplish blue, with cadmium orange blotch at base of petals, edged dull purple. Standards or inferior petals, 3 inches long, 1 inch wide, Paris blue, lower half. Upper half white, heavily veined Paris blue. Pistils, white tinted lavender, with lighter tinted lips. An extremely fine variety that should find much favor with all Iris lovers. 3 petals, size of flower 7 inches, height of stalk 50 inches.

DAY DREAM—(No. 1). In this variety we have an unusually beautiful and attractive flower. The color is a soft pinkish lilac, lightly veined pale violet blue with heavier shading of the same color surrounding cadmium yellow blotch at base of petals. Short inferior petals of pale violet blue, and pale pink pistils, tipped bright blue. 3 petals, diameter 6-7 inches. Height of flower stalk 30 inches. Stock very limited.

GRENADIER—(No. 16). White, overlaid with bright lavender sheen. The lavender being more prominent at base of petals, surrounding cadmium orange blotch. The standards or inferior petals are medium long, upright and are of a pleasing hue of lavender edged blue. Pistils clear white. A wonderfully beautiful variety. 3 pistils, size of bloom 7-8 inches. Height of stalk 50 inches.

HARMONY—(No. 3). A finely ruffled variety of great beauty, and distinct from any other Japan Iris I have ever seen. The flowers are single and medium size, with the exquisite color of oxide blue veined and edged lilac pink. Prominent orange blotch at base of petals. Inferior petals bright berlin blue. Pistils pale lilac pink. Size of flower $4\frac{3}{4}$ inches, height 42 inches.

Price, \$1.00 each, \$10.00 per dozen

LAWRENCE—(No. 5). Hortense blue, lightening to Ontario violet, as the flower becomes fully blown. Standards are large, prominent, and of a solid, deep full bluish violet. Pistils greenish white, tipped light bluish violet. Rich Primuline yellow blotch extending from base to one-third way up petals in featherlike formation. Flowers 8 inches in diameter, with broad rounding petals. A very striking and altogether beautiful variety. Height 42 inches.

Price, 60c each, \$6.00 per dozen

MARTHA KEMP—(No. 8). Deep lilac pink ground, brushed Venetian blue. Standards or inferior petals are medium long, stand upright, and are almost solid, deep bluish violet. Orange blotch at base of petals. Pistils greenish white tipped bluish violet. A very conspicuous and beautiful variety. Single. Size of flower 7 inches, height 48 inches.

MARVELLA—(No. 20). Phlox purple, splashed phlox pink. Orange buff blotch at base of petals. Pistils greenish white, tipped lavender pink. Flower large to very large, with three broad, rounded petals. Height 32 inches. Midseason. A marvelously beautiful variety.

Price, \$1.00 each, \$10.00 per dozen

NORMANDY—(No. 7). White, with faint hair lines or veins, radiating from light cadmium yellow blotch at base of petals. Standards or inferior petals are very conspicuous in their contrast of bluish violet color, tipped and edged white. Single. Size of flower 6-7 inches, height 46 inches.

OCEANA—(No. 12). Deep violet blue, with bright cadmium yellow blotch at base of petals. Pistils striped lavender and purple, lips dull violet. Very handsome and showy. 6 petals beautifully ruffled and fluted. Size of flower 6 inches, height of stalk 55 inches.

RICHMOND—(No. 23) 1933. The ground color of this marvelously beautiful variety is difficult to define, as it does not exactly match any of the color plates in Ridgeway's Color Chart. Its rich lustrous color closely approaches Royal Purple, and Dark Violet coming about half way between these two colors. Some of the flowers are lightly mottled and splashed with light pink, prominent orange color at base of petals. Richmond is by far the richest colored Japanese Iris I have ever seen.

Price, \$1.50 each, \$15.00 per dozen

ROMANCE—(No. 2). Cerulian blue, heavily marbled pinkish lilac. Prominent blotch of deep cadmium yellow at base of petals, short or inferior upright petals of same color and marbleing. Single. Size of flower 8 inches, height of flower stalk 40 inches. A very showy variety that will find favor with all lovers of the Iris who are fond of the odd and unusual color combinations.

SELKIRK—(No. 22). Pure white, with gold band in center of lower half of petals. Flowers large, and beautifully ruffled. Similar to Gold Bound, but pronounced by experts as being better. 6 petals, height of stalk 42 inches.

TALMANA—(No. 4). Pale kings blue, irregularly splashed and marbled Venetian blue. Bright orange blotch at base of petals. Standards of same pleasing color as falls. Pistils greenish white, tipped pale kings and Venetian blue. A splendid variety of great merit. Flowers 7½ inches in diameter, finely ruffled. Height 40 inches.

VENICE—(No. 17). Lavender pink, heavily veined Venetian blue, with deep chrome yellow blotch at base of petals. Pistils lavender tipped Venetian blue. 6 petals, size of flower 6 inches, height of stalk 50 inches. It is impossible to adequately describe the great beauty of this exquisite variety. You will have to see it to fully appreciate its beauty.

VERNON—(No. 21). Bright lavender blue on rosaline pink ground. Narrow and of orange rufous on center of lower third of petals. Standards or inferior petals oxide blue, mottled lavender pink. Pistils creamy white, tipped lavender blue. 3 petals. Size of flower 7-8 inches, height of stalk, 30 inches.

VAN HOESSEN—(No. 6). Dull bluish, violet, veined lilac pink. Light orange colored blotch at base of petals. Standards or inferior petals lilac pink tipped bluish violet. Pistils dull greenish white, edged bluish violet, with deeper margin of bluish violet at terminal. A very beautiful variety. Single. Diameter of flower 6 inches, height 48 inches.

SPECIAL OFFER—1 each of the 22 varieties \$10.00, 3 of each \$25.00, not prepaid.

Japanese Iris Seed from Kemp's Orchid Flowered Strain

That many new and beautiful varieties will result from the planting of this strain of seed, there can be no question or doubt. Iris are easily grown from seed, and any one with greenhouse facilities, or a sunny window in the house can succeed with them.

Price per packet of 100 seeds\$.25

Three packets60

Six packets 1.00

Postpaid

Full cultural directions printed on each packet

Blight Proof Chestnut Trees

Over a wide section of our country, the Chestnut tree blight killed practically all our native Chestnuts. The younger generation has never enjoyed the pleasures of Chestnutting enjoyed by older generations. In fact, they do not even know what a chestnut tree looks like.

This new blight resistant species we are offering you, was found growing in Northern China where the Chestnut blight originated, and was brought to this country by an agent of the U. S. Dept. of Agriculture, who found it thriving in the midst of large numbers of dead trees of other species that had succumbed to the ravages of the blight. The late Dr. Walter Van Fleet, sent us several trees grown from nuts this agent brought to America. These trees are now over 20 years old and have been bearing for the past five or six years. The trees we are offering are seedlings from the trees propagated from nuts brought from northern China.

This species will never make a large timber tree. It is rather dwarf in habit, and grows into wonderfully beautiful symmetrical specimens for landscaping work. The nuts are the same size, and of the high, sweet quality of our native chestnuts. They are very palatable both in the raw and cooked state.

Trees, 2-3 feet, \$1.00 each, \$10.00 per dozen. Larger and heavier bodied trees, \$1.50 each, \$15.00 per dozen. Express charges collect.

NO DAHLIA SEED

to offer this year, a hard freeze in October destroyed practically our entire crop.

Kemp's Giant Zinnias

Full cultural directions on each packet.

The Giant Zinnias are the largest flowered and most gorgeous of all the garden annuals, with a wonderful range of color.

The giant blooms are extremely double, with long stems, and good keeping qualities. This old-fashioned flower is a joy in the garden, and extremely satisfactory for house decoration. If you have room for but one annual, plant the Zinnia. No other annual will give so much in return for so little attention.

It loves a hot, dry Summer and grows with almost no care, although better results are obtained with some loving care. It has no insect or fungous enemies.

DAHLIA-FLOWERED—3-4 feet. The flowers often measure 6 to 8 inches in diameter and 4 inches deep. Mixed in the following colors—primrose yellow, creamy yellow, rich crimson lavender, light rose, rich orange yellow, light rose with center deep rose, golden yellow on brown, old rose, orange and gold, pure white, deep purple and flame scarlet.

Pkt. 15c, 4 pkts. for 50c, 9 pkts. for \$1.00, net

New Yellow Cosmos

ORANGE FLARE—This is the first early flowering yellow Cosmos, and one of the most outstanding additions to the annual flowering plants introduced in recent years. The plants are 3-5 feet high, many branched and very prolific of rich orange colored blooms from mid-summer until frost. The long stiff stems, and long keeping blooms makes it specially valuable for cutting.

Large packet, 10 cents each, 3 for 25 cents

New Odorless Marigold

CROWN OF GOLD—The only Marigold without the Marigold odor. The foliage is entirely odorless, while the flowers are delightfully sweet scented. Plants grow two feet tall, and are very productive of 2½ to 3 inch flowers with long stems. Fine keeper, and excellent for house decoration.

Packet, 15 cents, 3 for 30 cents

New Dwarf French Marigold

HARMONY—One of the finest dwarf French Marigolds ever introduced. Its distinct coloring golden orange, center petals; reddish brown outer petals are in perfect harmony with its fine feathery like dark green foliage. Fine for bedding and cutting. Height about 12 inches.

Packet 15 cents, 3 for 30 cents

Giant Golden Day-Lily

GIANT GOLDEN DAY-LILY—(Hemerocallis)—The seed we here offer are from about 20 varieties of the best named sorts in commerce. Blooms 4-6 inches and over in diameter are freely produced over a long season. Plants are very hardy and long lived.

Packet 25 cents, 3 for 60 cents

Marigolds

LEMON QUEEN—These are lemon color, but the formation of the flower is exactly like the Orange Queen. Cultural directions on each packet.

Packet 10 cents, 3 for 25 cents, net

ORANGE QUEEN—Large, perfect, double quilled flowers of a rich deep, golden orange color. Very attractive.

Packet 10 cents, 3 for 25 cents, net

In late Summer, when many annuals are past their best, the Marigolds afford a wealth of color that is simply invaluable. The large flowered African varieties produce enormous, self-colored flowers on tall plants and are indispensable for porch decoration and exhibition. One of the longest keepers of all annuals.

INSTRUCTIVE GARDEN BOOKS

DAHLIAS—By F. F. Rockwell.

Introduction by Derrill W. Hart, originator of the annual "Dahlia Roll of Honor."

Popular as they are, dahlias have uses and possibilities which can make them even more universal favorites in American gardens. This handbook indicates these opportunities and tells how the experienced grower and the amateur can realize them.

"Dahlias," which is complete with 65 specially drawn illustrations, provides the beginner with indispensable information on types, varieties, fertilizers, planting, growing, pruning and disbudding, insects and diseases, harvesting, storing, propagating, hybridizing for new varieties and growing for exhibition. Exhibitors, hybridizers and experienced growers will also find much information and many worthwhile suggestions in the book.

Contents.—The Great American Flower, Types, Varieties and Uses, Soils and Fertilizers, Planting and Growing, Insects and Diseases, Harvesting and Storing, Propagating and Hybridizing Special Purposes.

84 pages; 65 illustrations; 5 x 7½ inches; Cloth; \$1.35 postpaid.

SPECIAL OFFER:—Retail orders for Dahlias amounting to \$10.00 or over, we will include a copy of Rockwell's Dahlias—**FREE.**

GLADIOLUS BREEDING—By J. A. Kemp.

This little work is intended as a trustworthy guide (for the inexperienced) to successful breeding of the Gladiolus, and its writing was prompted by the numerous requests that came to me from many parts of the country. It is written in plain English, stripped of technical terms, so that any one can comprehend it and with a little practice be able to successfully cross pollenize the Gladiolus. There is nothing difficult to learn about this work, any one can do the mechanical part of it, and this little booklet tells you just how it is done, and how to grow and care for the seedlings until fruition, selection of varieties for further trial, etc. **Price 50 cents per copy.**

Will be given free to all my 1937 customers who order bulbs to the value of \$3.00 or over.

But one copy to a customer.

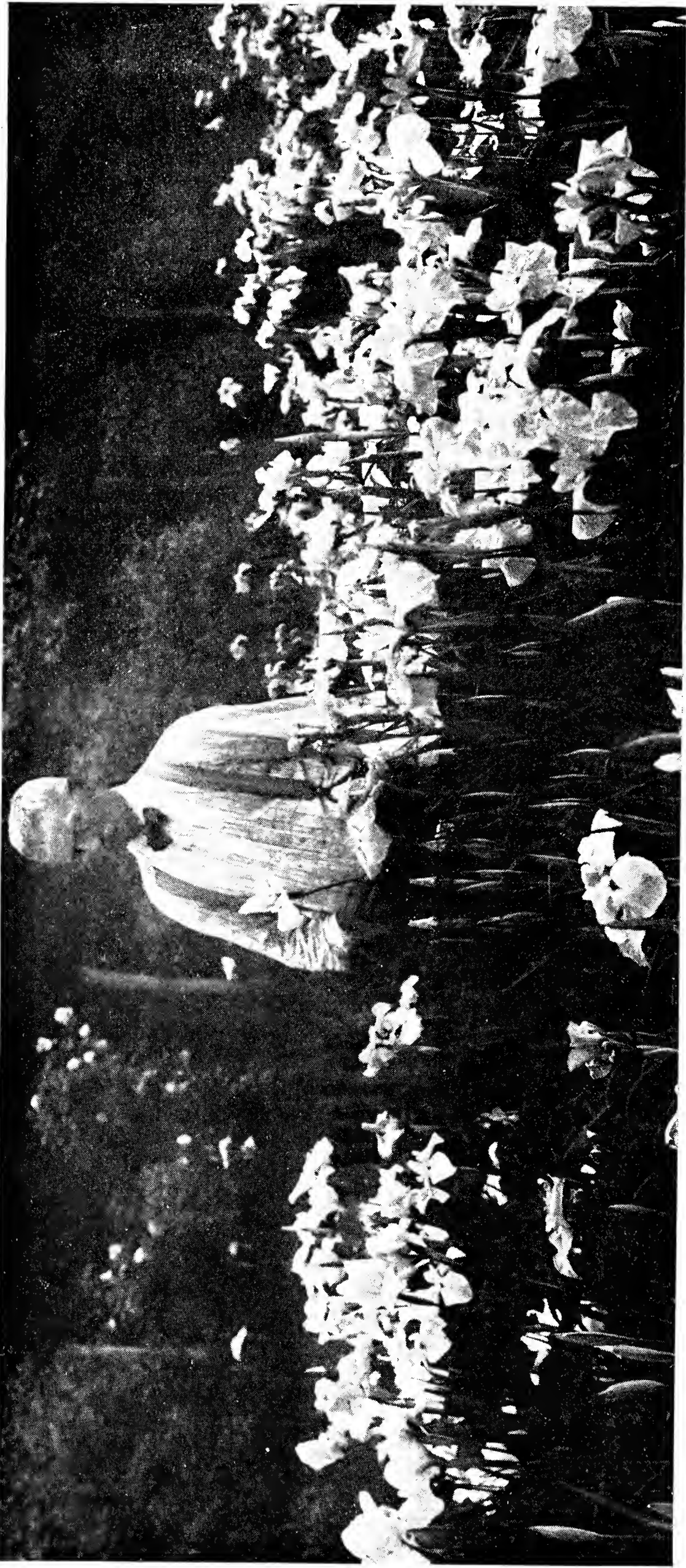
To the Flower Loving Public

Friends:—

You are cordially invited to visit our gardens the coming season. We are quite sure you will be delighted and well repaid. First are the thousands of wonderfully beautiful Japanese Irises the latter part of June to early July. Their myriads of beautiful colored flowers present a never to be forgotten sight. Here you will see the first hybrids between the Japanese and the species *Laevigata Alba Pupurea*. We worked on these for nearly 20 years before being successful, but perseverance brought results at last and from the one successful cross, we were rewarded with some of the most beautiful varieties ever seen in this type of Iris. One of them has beautiful golden yellow foliage and is probably the only Iris in existence with yellow foliage. Our collection of about 20 varieties of the world's finest *Hemerocallis* (Giant Golden Day-Lily) which are in bloom from May to late August will delight you with their great beauty. Then come the Dahlias and Gladiolus which are in bloom from late August until frost. Many of the world's greatest dahlias will be seen in our gardens. In our trial garden of 700 plants will be seen over 50 varieties of the newest dahlia creations. Come see these new and beautiful floral treasures by all means; they are worth going a long way to see.

J. A. KEMP, Manager

January 10th, 1938.



KEMP'S ORCHID FLOWERED JAPANESE IRIS